

CASE IN POINT

BY BETH BERNSTEIN AND REBECCA KISCH

IN YOUR STORE

For Keeps

Mother's Day is about gifts from the heart. This season, there is a range of designs from fresh daisy earrings to heirloom lockets that will allow your customers to tell their moms and grandmothers just how special they are. As soon as these pieces arrive, e-mail or call your regular clients. Make shopping fun by throwing a girls' night out party, share heartfelt and funny stories, photos and recollections that can later be turned into cards, mementos and keepsake albums.



1 Artistry

LOCKET: Round engraved locket, 14K white gold with diamond accent (available in yellow gold and sterling silver)

TELL 'EM THIS: The perfect keepsake: don't forget to add photos of the family to personalize this sentimental and everlasting piece

MSRP: \$400
CONTACT: (888) 674-3250
www.artistrylimited.com

2 Aaron Henry Designs

EARRINGS: 18K yellow gold daisy clips accented with diamond centers

TELL 'EM THIS: Fresh flowers are always lovely, but these daisy earrings will be a welcome surprise and will endure and complement many looks and other pieces of jewelry in your mom's wardrobe.

MSRP: \$4,800
CONTACT: (213) 623-4228
www.aaronhenry.com

3 Just Jules

LOCKET: 14K gold filled vintage locket on a 14K gold chain with rough-cut diamond beads

TELL 'EM THIS: Creating something new out of something vintage links yesteryear with the present and the future. This imbues new meaning to each locket and to each recipient of the gift.

MSRP: \$800
CONTACT: (480) 860-6211
www.justjules.com

4 Maya Jewels

PENDANTS: Perfume bottle pendants.

TELL 'EM THIS: A perfume bottle designed to be worn around the neck for those pleasant surprises when a touch of perfume is all a mom needs to feel beautiful.

MSRP: \$2,000-\$3,000
CONTACT: (212) 473-2291
www.mayajewels.com

5 Yael Designs

EARRINGS: 18K white gold and white diamond stud earrings

TELL 'EM THIS: Always a classic, diamond studs that cross many demographics and age ranges. The millegrain work and antique style offer an heirloom look and the center and melee diamonds create a larger diamond look at an accessible price point.

MSRP: \$2,670
CONTACT: (415) 989-9235
www.yaeldesigns.com



PROP TALK WITH LARRY B. JOHNSON

FOR MOTHER'S DAY, choose a theme and stay with it. Here are three options that are easily implemented. Remember the "less is more" adage and apply this when utilizing display props.

Larry B. Johnson is the author of *The Complete Guide To Effective Jewelry Display*. Contact him through www.effectivejewelrydisplay.com.



HERITAGE: A classic antique leather photo album, topped with a framed photo and colorful flowers builds on a family history theme. Merchandise tie-ins: heirloom pieces, pearls, diamonds, lockets with a vintage feeling. Think generations, history, a gift that lasts.



CONTEMPORARY: The role of mom has consistently been celebrated in films. Use a stack of mom-related video cases to add color and fun. The videos convey a familiar, modern theme and are ideal for the display of fashionable and colored-stone pieces.



SENTIMENTAL: Every mom has received "masterpieces" from their kids — crayon drawings, handprints, dried flowers and paper cutouts. These will remind customers of these precious moments of family. This works best with meaningful word or motif jewelry.